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PEDESTRIAN CROSSWALK SAFETY INITIATIVE Making it Safer to Cross the Street

The Volusia Transportation Planning Organization (TPO) and the cities of Daytona Beach, Daytona Beach Shores and New Smyrna Beach are launching an education and enforcement initiative to help make it safer for pedestrians to cross the street. Funding for the effort is provided by the Florida Department of Transportation Safety Office. The “Triple E” initiative will combine aggressive law enforcement with education and low-cost engineering to get more drivers to yield to pedestrians in crosswalks, encourage pedestrians to use crosswalks, increase civility and create a more livable, walkable community.

Starting in July, the program will be carried out in conjunction with the Center for Education and Research in Safety, a private consulting firm with more than 20 years of experience and documented successes around the world, including Gainesville, St. Petersburg and Orlando. Principal researchers Dr. Louis Malenfant and Dr. Ron Van Houten will work with the Volusia TPO, law enforcement agencies and traffic engineers to identify locations ideal for engineering improvements and enhanced enforcement. The partnership will include developing materials for education and outreach and a workshop for law enforcement officers at the Daytona Beach Shores City Council Chamber on July 15, 2013.

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